

AMENDMENTS TO THE CLAIMS

Claims pending:

- At time of the Action: 1-3, 5-21, and 23-27
- After this Response: 1-3, 5-21, and 23-27

Currently amended claims: 1, 10, 16, and 24, 25, and 27

Canceled or withdrawn claims: 4 and 22

New claims: 28

This listing of claims replaces all prior versions and listings:

1. (Currently Amended) A method comprising:

receiving an indication, over a network from a network device, that an internet browser on the network device has requested access to a rich media presentation;

in response to the indication, detecting one or more attributes ~~relating to rich media presentation capabilities~~ of one or both of the internet browser ~~browser's rich media capabilities~~ and or the network device ~~device's rich media capabilities~~; and

selecting a rich media presentation to be sent to the internet browser from among a plurality of rich media presentations based on the detected one or more attributes, the rich media presentation including a media package and a virtual player, selected based on the detected one or more attributes, configured to play the media package on the network device.

2. (Previously Presented) The method of Claim 24, wherein detecting the one or more attributes comprises detecting two or more attributes from: an

operating system type attribute, a plug-in attribute, a browser type attribute, a firewall attribute, a monitor setting attribute, a language attribute, a bandwidth attribute, or a protocol attribute.

5 3. (Previously Presented) The method of Claim 23, further comprising
determining when one or both of the internet browser and the network device
supports playing the rich media presentation; configuring the rich media
presentation based on the detected attributes when a determination is made that
playing of the rich media presentation is supported; otherwise, causing a supported
10 presentation to be sent to the internet browser.

4. (Canceled)

5. (Previously Presented) The method of Claim 3, further comprising
15 allowing a client to modify one or more characteristics associated with the rich
media presentation.

6. (Previously Presented) The method of Claim 5, wherein causing the
selected rich media presentation to be sent to the network device comprises
20 utilizing an ad serving engine.

7. (Previously Presented) The method of Claim 5, wherein causing the
selected rich media presentation to be sent to the network device comprises using
an email serving engine.

8. (Previously Presented) The method of Claim 5, further comprising causing an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

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9. (Previously Presented) The method of Claim 5, wherein selecting the rich media presentation comprises:

selecting the virtual player configured for the network device;

selecting a presentation package configured for the network device; and

10 selecting the media package for the network device.

10. (Currently Amended) One or more computer-readable storage media having instructions stored thereon, the instructions comprising:

15 instructions to automatically determine when a rich media presentation is accessed by an internet browser on a network device when the network device is coupled to a network;

instructions to detect one or more attributes relating to rich media presentation capabilities of one or both of the internet browser and the network device; and

20 instructions to cause the rich media presentation to be sent to the internet browser, the rich media presentation including a media package and a virtual player, selected based on the one or more attributes that are detected, configured to play the media package.

11. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 10, wherein the instructions further comprise instructions to determine when one or both of the internet browser and the network device supports playing the rich media presentation; 5 configure the rich media presentation based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, cause a supported rich media presentation to be sent to the internet browser.

10 12. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 11, wherein the rich media presentation is configured to be presented within a banner ad that is selectable to cause an action to be performed.

15 13. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 12, wherein the instructions cause an ad serving engine to send the rich media presentation.

20 14. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 12, wherein the instructions cause an email serving engine to send the rich media presentation.

15. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 12, further comprising

instructions to cause an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

16. (Currently Amended) A system comprising:

5 a ~~processor~~ computing device operable to execute instructions to implement a rich media presentation application configured to:

automatically determine when the rich media presentation is accessed by an internet browser on the network device;

10 detect one or more attributes relating to rich media presentation capabilities ~~relating to~~ of one or both of the internet browser and the network device based on a request from the network device for access to the rich media presentation; and

select ~~an~~ a rich media presentation, based on the detected one or more attributes, to be provided to the internet browser from among a plurality of rich media presentations ~~based on the detected one or more attributes~~, the rich media presentation including a media package and a virtual player, selected based on the detected one or more attributes, configured to play the media package.

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17. (Previously Presented) The system of Claim 27, wherein the rich media presentation application is further configured to determine when one or both of the internet browser and the network device supports playing the rich media presentation; configure the rich media presentation based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, cause a supported presentation to be sent to the internet browser.

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18. (Previously Presented) The system of Claim 26, wherein the rich media presentation is configured to be presented within a banner ad that is selectable by the network device to cause an action to be performed.

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19. (Previously Presented) The system of Claim 26, wherein the rich media presentation is caused to be sent to the internet browser utilizing an ad serving engine.

10 20. (Previously Presented) The system of Claim 26, wherein the rich media presentation is caused to be sent to the internet browser comprises using an email serving engine.

15 21. (Previously Presented) The system of Claim 26, wherein the rich media presentation application is further configured to cause an image to be delivered to the internet browser, the image being configured to be displayed within the internet browser at a location relating to the rich media presentation.

22. (Canceled)

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23. (Previously Presented) The method of Claim 1, further comprising causing the selected rich media presentation to be sent to the internet browser.

24. (Currently Amended) The method of Claim 23, wherein the one or more attributes comprise at least one of: an operating system type attribute[[,]]; a plug-in attribute; a browser type attribute[[,]]; a firewall attribute[[,]]; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol attribute.

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25. (Currently Amended) The one or more computer-readable storage media having instructions as described in Claim 10, wherein the one or more attributes comprise at least one of: an operating system type attribute[[,]]; a plug-in attribute; a browser type attribute[[,]]; a firewall attribute[[,]]; a monitor setting
10 attribute; a language attribute; a bandwidth attribute[[,]]; or a protocol attribute.

26. (Previously Presented) The system of Claim 16, wherein the rich media presentation application is further configured to cause the selected rich media presentation to be sent to the internet browser.

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27. (Currently Amended) The system of Claim 26, wherein the one or more attributes comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute[[,]]; a firewall attribute[[,]]; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol attribute.

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28. (New) The method of Claim 23, wherein detecting the one or more attributes comprises detecting an attribute that indicates a media player type for a media player included on the network device.